ShowBiz Pizza Time, Inc.

FRANCHISE NEWS

#26 January 23, 1987

WEEKLY SALES

AVERAGES FOR WEEK ENDING 1/18/87

SPP Franchised Units (70): $14,774
SPP Company Units (90): $20,020
CEC Franchised Units (86): $16,432
CEC Company Units (28): $21,710

ShowBiz Pizza Place and Chuck E. Cheese

Average of Top 20 Units = $26,372

1. San Jose (Tully), CA — M.C.A. & Associates
2. Portland, OR — Computerized Entertainment Concepts
3. Tacoma, WA — Northwest Partners V
4. Milwaukee (Chase), WI — R. C. Schmidt, Jr.
5. Clarksburg, WV — Trio Foods Enterprises
6. Burnaby, BC — Nintendo Entertainment Centres
7. Bridgeville, PA — McKnight Family Centers
8. Virginia Beach, VA — Adventure Restaurant Corporation
9. Huntington, WV — Huntington, Entertainment
10. Lafayette, LA — Acadiana Productions
11. Greece, NY — Pizza Time of New York
12. West Allis, WI — R. C. Schmidt, Jr.
13. Pearl City, HI — Selwyn S. P. Chan
14. Hayward, CA — Ulrike-Grandjean Corp.
15. Fayetteville, NC — Adventure Restaurant Corporation
16. Chattanooga, TN — McBiz Corporation
17. West Mifflin, PA — McKnight Family Centers #3
18. Victoria Park, ONT — All Canadian Pizza Shows
19. El Toro, CA — F.E.C., Inc.
20. Honolulu, HI — Pal Anderson Enterprises

Chuck E. Cheese

Average of Top 20 Units = $25,431

1. San Jose (Tully), CA — M.C.A. & Associates
2. Portland, OR — Computerized Entertainment Concepts
3. Tacoma, WA — Northwest Partners V
4. Milwaukee (Chase), WI — R. C. Schmidt, Jr.
5. Burnaby, BC — Nintendo Entertainment Centres
6. Bridgeville, PA — McKnight Family Centers #3
7. Greece, NY — Pizza Time of New York
8. West Allis, WI — R. C. Schmidt, Jr.
9. Pearl City, HI — Selwyn S.P. Chan
10. Hayward, CA — Ulrike-Grandjean Corp.
11. West Mifflin, PA — McKnight Family Centers #3
12. Victoria Park, ONT — All Canadian Pizza Shows
13. El Toro, CA — F.E.C., Inc.
14. Florence, KY — Family Entertainment Inc
15. Albany, NY — Pizza Time of New York
16. Brooklyn, NY — Family Showtime Theatre of Bay Parkway
17. Brookfield, WI — R. C. Schmidt, Jr.
18. Valencia, CA — ARC Pizza Holding Co.
19. Monroeville, PA — McKnight Family Centers
20. Louisville #2, KY — Family Entertainment Inc

ShowBiz Pizza Place

Average of Top 20 Units = $21,146

1. Clarksburg, WV — Trio Foods Enterprises
2. Virginia Beach, VA — Adventure Restaurant Corporation
3. Huntington, WV — Huntington Entertainment
4. Lafayette, LA — Acadiana Productions
5. Fayetteville, NC — Adventure Restaurant Corporation
6. Chattanooga, TN — McBiz Corporation
7. Honolulu, HI — Pal Anderson Enterprises
8. Des Moines, IA — McBiz Corporation
9. Nashville #2, TN — BAM, Inc.
10. Little Rock #2, AR — Harold Burlingame
11. Charlotte, NC — Adventure Restaurant Corporation
12. Knoxville, TN — Gary Long
13. Wilmington, DE — McBiz Corporation
14. Greensboro, NC — Mike Hilton
15. Parkersburg, WV — Trio Foods Enterprises
16. Phoenix #1, AZ — S-M Pizza
17. Allentown, PA — Wellington Development of Florida
18. Greenville, SC — McBiz Corporation
19. Davenport, IA — McBiz Corporation
20. Little Rock #1, AR — Harold Burlingame

OPERATIONAL NEWS

POSITIONS AVAILABLE IN HAWAII

Pearl City, Hawaii is looking for both a General Manager and a Technician (Chuck E. Cheese location). Must be willing to relocate to Hawaii. Contact either Bruce Gee or Selwyn Chan at 808/545-3090.

EGGS FOR THE CLUCKING CHICKEN

Following is a source for Clucking Chicken eggs:

Innovative Industries
1605 Grand Avenue
Carthage, MO 64836
800/344-7467
In Missouri, 417/358-6891
Ask for Rita

NASHVILLE TECHNICAL WORKSHOP

Correction on date for ShowBiz Technical Workshop in Nashville, TN. Last week we reported January 28, but it should be January 30.

MARKETING & ADVERTISING

NEW TV COMMERCIALS

The Advertising Committee approved new TV commercials at their January 22 meeting. One VHS copy will be received at each franchise office by the end of next week, January 30. The tape will include both the Chuck E. and ShowBiz versions of 2 new 30 second spots ("Jennifer" and "Jeffrey"), and a new 10 second birthday spot for each concept.

To facilitate getting an air quality dub to you, we will be taking telephone orders. When you order, we will need to know the exact market you will be airing in, and whether you need a 1" or 2" tape. The Advertising Fund pays for 1 air quality dub per market.

In addition to the new spots, the Advertising Committee approved continued use of the "Party" spots and the current 10 second ID spots. ALL OTHER NAF PRODUCED COMMERCIALS ARE OUT OF CYCLE. DO NOT AIR ANY OTHERS DURING THE REMAINDER OF FIRST QUARTER.

To summarize, you will have the following choices of commercials for your cycle during the remainder of first quarter, 1987:

"Jennifer"
"Jeffrey"
"Party"
"10 Second ID"
"10 Second Birthday"

Orders will be accepted until February 6. If you plan any TV during the remainder of first quarter, place your order prior to February 6! Good luck with your TV program during 1987 and let us know if we can help!

MAY 10 CO-OP INSERT

Reminder February 2 is the last day to place orders for the May 10 co-op insert. Call today!!

Entertainment News

#26

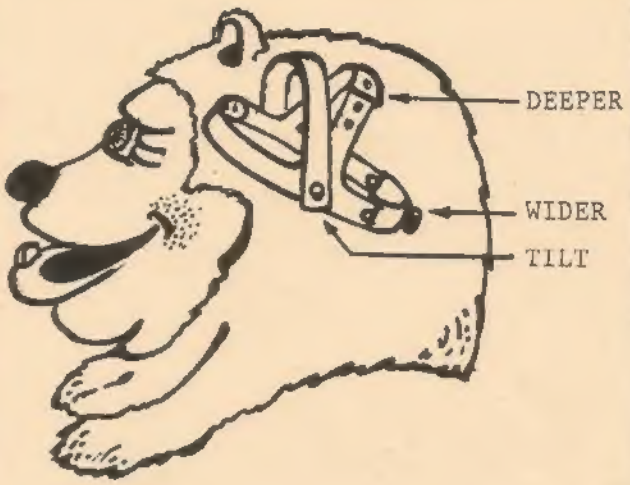
BILLY BOB WALKAROUNDS

A few stores have commented on being able to see the wearer's neck beneath the new walkaround suits. This is definitely undesirable, as it destroys the fantasy of the character for young children. However, this situation can be easily remedied by taking the following steps:

1. Billy Bob should only be worn by employees ranging in height from 5'4" to 5'7". A taller person will tend to raise the head up off the shoulders, creating a gap between the head and body.

2. The shoulder pads which came with the suit should be worn at all times.

3. The helmet inside the head is adjustable in 3 ways, allowing the head to sit further down on the wearer's shoulder, eliminating the gap. Once on, the helmet should be tightened to fit snugly around the forehead so that the head does not fall forward when bending over.



If the above steps are followed, your neck problem should be eliminated. However, as an extra measure, all new heads have had fur slightly lengthened over the shoulder area. If these suggestions have not solved your problem, a separate brown fur neckpiece is available from Cowan Costumes for $8. Their phone number is 817/641-3126.

WALKAROUND HEAD REFURBS

All walkarounds heads (Chuck E., Billy Bob, Munch, Jasper, and Pasqually) can be refurbished at a cost savings, providing the fiberglass or plastic head form is intact. The cost to refurbish any one of the heads is $250, compared to $400-$425 for a new one. This price includes re-painting, new fur, and replacement of separate pieces such as eyes and mouthscreen. (A refurb of Billy Bob will automatically include the lengthened neck fur mentioned in the previous article). If your walkaround does not require a major overhaul, don't hesitate to inquire about replacement of specific items at a reduced price.

IT IS IMPORTANT TO MAINTAIN YOUR WALKAROUNDS!! No one enjoys being hugged by a grubby rat or bear!!! Cowan Costumes is willing to work to accommodate your particular situation. Their number again is 817/641-3126.

PARTS SUPPORT - C.P.I.

Over the past 6 weeks, C.P.I. has received a healthy response from our stores in terms of cosmetic and mechanical parts orders. In their effort to initially set up and organize this department tailored to our specific needs, the processing of these first orders is taking longer than usual. Please be aware that this is only a temporary situation, and to please bear with them. As a reminder, they have agreed to reduce the price of all cosmetic and mechanical parts by 25% of their currently listed prices for a period of one year. Hopefully this cost savings will help to offset this initial delay you are experiencing. If you encounter any other problems, please call Technical Services at 214/258-8507 for their assistance.

PRICE REDUCTION ON MUNCH WALKAROUND

Attached is an advertisement from Cowen Costumes announcing a 20% price reduction on the Munch walkaround, both parts and the whole suit.

HELP! ----

WE GOOFED

We thought MUNCH was such a neat character that everyone would want at least one!

Now we got a

Bunch a Munch

The boss said to "MOVE 'EM OUT" -- so our loss is your gain!!!!

SAVE A BIG 20%

	Regular	Sale	Save
COMPLETE MUNCH COSTUME	$600.00	$480.00	$120.00
½ COSTUME (no head)	230.00	184.00	46.00
HEAD ONLY	400.00	320.00	80.00
BODY ONLY	180.00	144.00	36.00
HANDS	23.00	18.40	4.60
FEET	40.00	32.00	8.00

PHONE BY NOON AND YOUR ORDER WILL BE SHIPPED SAME DAY --AS LONG AS CURRENT STOCK LASTS!

SALE ENDS FEB. 28

COWAN COSTUMES

108½ South Caddo Street Cleburne, Texas 76031 (817) 641-3126

SPT, INC. FRANCHISE NEWS

(Issue #26 - January 23, 1987)

Date of Origin: 1987
Archived: 8-12-20
Submission by Sptweb
Version 1.0

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